



QUANTIFYING YOUR VENTURE'S OPPORTUNITY

This worksheet will help you figure out how many people your product or service can help - also known as your market size. This number is important because it has to be a big enough group of people for you to build a business.

1	Name and describe some groups of people (customer segments) you're exploring.	<i>Whose needs are you meeting? Who will value the product or service? Remember to create human descriptions and tell stories! It's easier to design for someone you know.</i>
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NAME

DESCRIPTION

1. _____	<div></div> <div></div> <div></div>
2. _____	<div></div> <div></div> <div></div>
3. _____	<div></div> <div></div> <div></div>

2	Now, estimate your market opportunity to see if it is big enough to build a business.	<i>There are many ways to get to this number; top-down and bottom-up are two of them you can try. Do back-of-the-envelope calculations for both. (If you can't calculate it, describe how you could figure it out.)</i>
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TOP-DOWN

BOTTOM-UP